

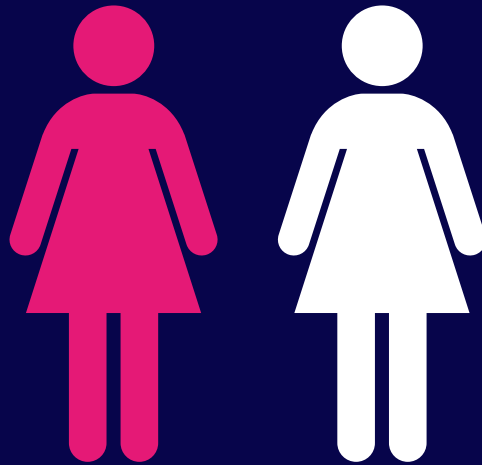


**bepelvichealthaware**  
because bottom health is bottom line

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COMMUNICATIONS TOOLKIT

#BePelvicHealthAware |   @BePelvicHealthAware



## **One of two**

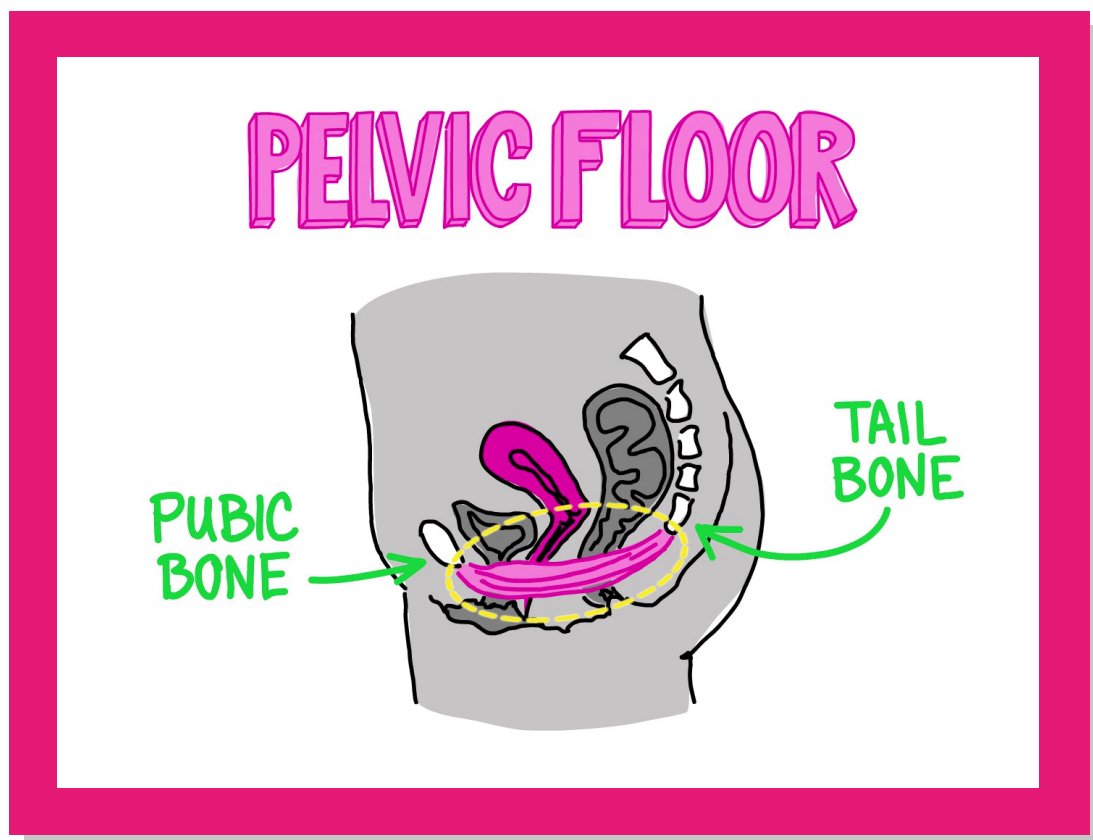
women will experience one or more pelvic floor symptoms during their lifetime.

Our goal is to help all women to **#BePelvicHealthAware** by creating a sense of community surrounding pelvic floor health.

We hope to empower women to speak to their providers about childbirth trauma, healing and prevention of further disease.



# What is the Pelvic Floor?



The pelvic floor is a group of muscles, ligaments and connective tissue in the lowest part of the pelvis. It provides support for internal organs including the bowel, uterus, vagina and rectum.

Problems with the pelvic floor can have a strong impact on physical and emotional wellbeing.

A common myth is that pelvic floor problems are a normal part of aging. This is definitely NOT true, and there are steps women can take for both prevention and treatment of pelvic floor disorders.

# Our Campaign



The **#BePelvicHealthAware** campaign promotes evidence-based, plain language information about pelvic floor health through

- Simplified adaptations of guidelines from the Society of Obstetricians and Gynecologists of Canada;
- The **#BePelvicHealthAware** website, developed by a team of pelvic floor health experts; and
- Social media

# How you can help

Share our videos:

- [Your Pelvic Floor and Pregnancy](#)
- [OASIS](#)

Share our [website](#)

Share our sample [social media posts](#)

Use the hashtag **#BePelvicHealthAware**

Follow us on [Instagram](#) and like our [Facebook Page](#)





## About Us

**#BePelvicHealthAware** is led by Dr. Roxana Geoffrion and is funded by the Michael Smith Foundation for Health Research.

Learn more about our team.

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